PTC/68/51 (05-68)

Approved for use through DS31/2010 OME (BHI1-6033 U.S. Faterd and Trademerk Office; U.S. DEFARTMENT OF COMMENCE Lindar the Paparage, Rackurton Act of 1995, no personal are required to reserve, in a publication of information unless a paperage a range CAS control surribus

SUBSTITUTE REISSUE APPLICATION DECLARATION BY THE INVENTOR	Dockel Number (Cottonel) 16113-1341RE9
I havetly declare that: Each inventor's residence, mailing address and eliteraship are stated below. Thelieve the inventors named below to be the original and first inventors or in patent sumber 9,948,961	the subject matter which is described and claimed in 7, 1999 and for which a
release patent is sought on the invention entitled Method of Delivery of Tal Networks.	rgeting, and Measuring Advertising Over
the application of which	
is attached hereto	
was filed on Masy 24, 2000 as release application rism April 4, 2001, July 24, 2001 and and was arresided on September 30, 2002 [If applicable]	09/577,798
t have reviewed and understant the contents of the above-identified applicat amendment referred to above. I acknowledge the duty to diactose information which is material to patentabili	
l beneby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f). equivalent) listing the foreign applications.	or 365(b). Attached is form FTO/56/02B (or
I verily believe the original patent to be wholly or partly inoperative or invalid, below. (Check all hoxes that apply.)	for the reasons described
by reason of a defective specification or drawing.	
igstyle igstyle by resean of the palentee claiming more or less than he had the right to	claim in the patent.
D by reason of other errors	
At least one error, which is being corrected by this reissue application, upon described below. If the relissue is a broadening reissue, such must be stated the nature of the broadening.	with an explanation as to
We, the inventors, believe that pursuant to 37 C.F.R. 1.175, the origing reason of, in claim 1 of the original patent, failure to specify an ad the information stored about said user node at said advertisement se	vertisement selection technique based upon

The collection of redunitions is required by 37 CFR 1.175. The information is necessarily obtained by the public which is to fits land by the URF16 to provide an application. Confidence(site is growned by 35 U.S.C., 122 and 37 CFR 1.35 und 1.56. This collection is deleted to the 30 minutes to comprehensive including the confidence included public publication in the 130 Third and 1.56. This confidence is deleted to the 30 minutes to comprehen including growing properties; the selected publication of the 150 CFR 1.56. The 150 CFR ACORESS SEND TO: Commissioner for Patents, P.O. Box 1459, Alexandria, VA 22313-1456.

PTCRESS 1 (05-00) Approved for sink Brough 08/3 (2010, 2008-08/3-U.S. Paseru and Transmitted Misor, U.S. DEPARTMENT OF COMMUNICE

U.S. Payers and Transferred Control (Control Control C

Occidet Number (Optional) (REISSUE APPLICATION DECLARATION BY THE INVENTOR, page 2) 16113-1341RE9 All errors being corrected in the reliesue application up to the time of filing of the nath or declaration under this paragraph arese without any deceptive intention on the part of the applicant. Note: To appoint a power of attorney, use form PTO/SB/81. Correspondence Address: Direct all communications about the application to: The address associated with Customer Number: 26192 OR Fish & Richardson P.C. Firm or Individual Name P O Box 1022 Address City State 98440-1022 MN Minneapolis Country Holfari Status Frankli Tajephone WARNING: Patificine/applicant is cautioned to avoid submitting personal information in documents lited in a patent application that may contribute to identity their. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit cent authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a pelition or an application. If this type of personal information is included in documents submitted to the USPTC, petitioners/applicants should consider redacting such passonal information from the documents before submitting them to the USPTO Petitioner/applicant is arryined that the record of a patent application is svalighte to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abendoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card sufficialize terms PTO-2038 submitted for payment purposes are not retained in the application life and therefore are not outbicly available. I hereby deciare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine and imprecement, or both, under 18 U.S.C. 1001, and that such willful lates statements may recognize the validay of the application, any patent issuing thereon, or any patent to which this declaration is directed Full name of sale or first inventor (given name, family name) Owiohi Alleo Memiman inventor's stanature. Date May 16 2012 Residence Calzanaha New York, NY United States Malling Address 737 Washington Street New York, NY 10014, New York NY 10014 Full name of second joint Inventor (given name, family name) Kevin J. O'Connor Inventor's signature Omix Chizosphio Questones Montineso CA United States Mailing Address 1980 Cdid Springs Road Monliceto, CA 93108

Autobonal yare greened or large supresentativers are sensed on separately numbers of wheel forms PTORAPOA or SIAR attached herein

American Logalitat, Acc

FTO PRIFS (105-28)
Approved for Law enough Sizes (201-20) OWA Repl. OCCS.
U.S. Patent and European Sizes (105-20) OWA Repl. OCCS.
Under the Papageers, Sizes (105-20) Owas Repl. OCCS.
Under the Papageers, Sizes (105-20) Owas Repl. Occ.
Under the Papageers, Sizes (105-20) Owas Rep. Occ.
Under the Papageers, Sizes (105-20) Owas Rep. Occ.
U.S. Patent and U

All errors being corrected in the reissue application up to the time of filing of the gath or declaration under this

(REISSUE APPLICATION DECLARATION BY THE INVENTOR, page 2)

Docket Number (Optional) 16113-1341RE9

Correspondence Add	in	annon-boundaries				
The address associated with Customer Number OR		26192				
Firm or Individual Name	Fish & Richardson P.C.		***************************************		***************************************	
Address	P.O. Box 1022		***************************************		***************************************	
	Minneapolis	State	MN	***************************************	Ζ.ρ	55440-1022
Country	United States	l				
Tatephone			Emeil			
	12:4	ARNING:		·	***************************************	
he USPTO to suppo the USPTO, petitione them to the USPTO publication of the app to tissuance of a pate application is refere sushorization forms P	a check of credit ored suffrentiation for an application. If this ty reliabilities or an application. If this ty reliabilities should consider reloaching Partitioner/applicant is advised that I discover furthermose, the record from an inced in a published application or TYO-2038 submitted for playment purport.	ype of perec g such pers the second o est in comp abandoned an insued	nainton onalintor of a pate inversivit applicati patent (s	nation is inc mation from in application is 37 CFR 1.2 on may also se 37 CFR	fuded in doc the docume r is available 213(a) is me be available 1.14). Che	uments submitte nip before submit e to the public a de in the applicat r to the public if oks and credit o
the USPTO to support the USPTO partitions then the USPTO cubication of the USPTO cubication of the pape to issuance of a pate application is referse support support to partition the support to the supp	if a patition or an application. If this paraballishms should consider relocating restabilishms should consider recording the patients of the	ype of person of section of person of section of the section of th	inal information or all information of a pater with application patern (e.g. tetalore) in the more than the work and, or both	ed for payme matten is incompation from it application in 37 CFR 1.2 on may also see 37 CFR 1 in the application in the applica	Auded in doc the docume in its available 213(a) is me be available 1 14). One floation the s statements the knowled U.S.C. 1601	uments submitte- mip before submit e to the public at de in the applicat r to the public if cks and credit o and therefore are made on informat ige that withiut is and that such wi
the USPTO to support the USPTO to support them to the USPTO to the confidence of the app or tesuance of it puts application is referent suphortzeton forms P subhortzeton forms to bellet are bellet statements and the sit forms belleton taked parallion in director forms the confidence of forms D vigital Auten Merrin D vigital Auten Merrin	It's petition or an application. If this prevaightening should consider reducting Petitioner/applicant is advised that it Receiver furthermore, the record from an inced in a pulsished application or PTO-2038 submitted for piptiment purposes submitted for piptiment purposed to be true, and further that their is as made are purishment by the easy to properties the validity of the expiration of the pulsished pulsished the properties of the expiration of the exp	ype of person of section of person of section of the section of th	inal information or all information of a pater with application patern (e.g. tetalore) in the more than the work and, or both	ed for payme matten is incompation from it application in 37 CFR 1.2 on may also see 37 CFR 1 in the application in the applica	Auded in doc the docume in its available 213(a) is me be available 1 14). One floation the s statements the knowled U.S.C. 1601	uments submitte- mip before submit e to the public at de in the applicat r to the public if cks and credit o and therefore are made on informat ige that withiut is and that such wi
the USPTO to support the USPTO to support them to the USPTO to the confidence of the app or tesuance of it puts application is referent suphortzeton forms P subhortzeton forms to bellet are bellet statements and the sit forms belleton taked parallion in director forms the confidence of forms D vigital Auten Merrin D vigital Auten Merrin	It's petition or an application. If this prevaightening should consider reducting Petitioner/applicant is advised that it Receiver furthermore, the record from an inced in a pulsished application or PTO-2038 submitted for piptiment purposes submitted for piptiment purposed to be true, and further that their is as made are purishment by the easy to properties the validity of the expiration of the pulsished pulsished the properties of the expiration of the exp	ype of person of section of person of section of the section of th	inal information or all information of a pater with application patern (e.g. tetalore) in the more than the work and, or both	ed for payme matten is incompation from it application in 37 CFR 1.2 on may also see 37 CFR 1 in the application in the applica	Auded in doc the docume in its available 213(a) is me be available 1 14). One floation the s statements the knowled U.S.C. 1601	uments submitte- mip before submit e to the public at de in the applicat r to the public if cks and credit o and therefore are made on informat ige that withiut is and that such wi
the USPTO to support the USPTO by additional there uses to the USPTO publication for the app or issuance of a park application for reference uses of the park application for the app or issuance of a park application for the publicity available. I hereby declare that and belief are belief statements and the sit faces sudomenta ma declaration in director faces of former of soice or for Divigith Allien Merrin inventor's signature. Residence	It's petition or an application. If this prevaightening should consider reducting Petitioner/applicant is advised that it Receiver furthermore, the record from an inced in a pulsished application or PTO-2038 submitted for piptiment purposes submitted for piptiment purposed to be true, and further that their is as made are purishment by the easy to properties the validity of the expiration of the pulsished pulsished the properties of the expiration of the exp	ype of perect ground person pe	mai ration unal infor unal infor unal infor unal infor unal upplicatio patent (e ut retaine) ut retaine) ut retaine ut re	ed for payme matten is incompation from it application in 37 CFR 1.2 on may also see 37 CFR 1 in the application in the applica	Auded in doc the docume in its available 213(a) is me be available 1 14). One floation the s statements the knowled U.S.C. 1601	uments submitte- mip before submit e to the public at de in the applicat r to the public if cks and credit o and therefore are made on informat ige that withiut is and that such wi
the USPTO to support the USPTO, patitions there is the USPTO, patitions there is the USPTO, patitions of the support to season of a park application is referre subhorization forms P outbicky available. Thereby declare that and belief are belief sintee sudomenta, ma teclaration in offrector full name of sole or f Dwight Alien Merrin thereby declare in significant Residence Residence Residence New York, NY Melling Address TSY Washington ST	ir a petition or an application. If this is reveloptificants should consider reductin. Petitinerariappleant is anvised that Petitinerariappleant is anvised that facilities are non-published requirement. Furthermose, the record from an inced in a published application or or PTC-2038 submitted for payment purp all statements made herein of my ow- ved to be true, and further that the we so made are punishable by time and y jeopardize the validity of the appli- dist inventor (given name, family micro-	ype of perect ground person pe	mai mtom umai mtom in patem applicatio patem (e al retaine- s time there into work and, or but patems to	ed for payme matten is incompation from it application in 37 CFR 1.2 on may also see 37 CFR 1 in the application in the applica	Auded in doc the docume in its available 213(a) is me be available 1 14). One floation the s statements the knowled U.S.C. 1601	uments submitte- mip before submit e to the public at de in the applicat r to the public if cks and credit o and therefore are made on informat ige that withiut is and that such wi
the USPTO to support the USPTO, patitions the USPTO, patitions the USPTO, patitions of the app or issuance of a patit application is referre subhorization forms Poublicky availabile, the relative statements and the life face submined patient belief are belief are belief are belief and the life face submined and the life face submined and the life face submined to the life face of the life face	if a patition or an application. If this prevalentisms should consider encustin. Performent applicant in advised that Performent applicant is advised that the discolarity furthers a non-published needs sort. Furthermore, the record from an increase of the property of the property of the property of the property of the season made are purely and further that there is an made are purely and further that there is an made are purely of the population of the validity of the expectation of the validity of the expectation.	ype of person of	mai ration unal infor unal infor unal infor unal infor unal upplicatio patent (e ut retaine) ut retaine) ut retaine ut re	ed for payme matten is incompation from it application in 37 CFR 1.2 on may also see 37 CFR 1 in the application in the applica	Auded in doc the docume in its available 213(a) is me be available 1 14). One floation the s statements the knowled U.S.C. 1601	uments submitte- mip before submit- per before submit- de in the applicate to the public if to the public if to the public if the applicate and therefore are made on informs tige that within and their such wi
the USPTO to support the USPTO, patitions the USPTO, patitions the USPTO, patitions of the app or issuance of a patit application is referre subtrotzation forms Problems and bellef are bellef are bellef are bellef and bellef are bellef and the life statements and the life factor sudoments made located in ordinate of the total name of soile or Powight Allien Merrin Inventor's signature. **Technological Allien Merrin Inventor's signature. **Technologic	if a patition or an application. If this prevabilitisms should consider reductin. Patriniens/applicant is advised that Patriniens/applicant is advised that Patriniens/applicant is advised that it is advised that the patriniens of the patriniens much hervis of my owned to be true, and further that their is at made are purishmate by time and the sold made are purishmate by time and the patriniens of the explicit inventor (given name, family transpiration).	ype of person of	mel nation unual infor if a patie is applicati patient (a at tetalice is are true its was ent, or but patient (a at tetalice is are true its was ent, or but patient (a at tetalice companies strip companies	ed for payme matten is incompation from it application in 37 CFR 1.2 on may also see 37 CFR 1 in the application in the applica	Auded in doc the docume in its available 213(a) is me be available 1 14). One floation the s statements the knowled U.S.C. 1601	uments submitte- mip before submit- per before submit- de in the applicate to the public if to the public if to the public if the applicate and therefore are made on informs tige that within and their such wi
the USPTO to support the USPTO, patitions there is the USPTO, patitions there is the USPTO, patitions of the sap or issuance of a park application is referre subhorization forms P outbickly available. Thereby declare that and belief are belief statements and the lifetime statements and the lifetime statements and the lifetime statements and the lifetime statements man scalaration to director full memoral of soile or f Dwight Alilen Merrin wentor is signature. Residence Re	if a patition or an application. If this prevabilitisms should consider reductin. Patriniens/applicant is advised that Patriniens/applicant is advised that Patriniens/applicant is advised that it is advised that the patriniens of the patriniens much hervis of my owned to be true, and further that their is at made are purishmate by time and the sold made are purishmate by time and the patriniens of the explicit inventor (given name, family transpiration).	ype of person g such person g such person he recount i assi in complete and insured i complete and insured i cones are no si knowledge se statemen i imprisorani contion, any Date Citizen Limited	and information of a patern of a treatment of a	ad for paymen aution is incommented in mattern in incommented in application in any payment in application in any payment in any payment in the application in the ap	Auded in doc the docume in its available 213(a) is me be available 1 14). One floation the s statements the knowled U.S.C. 1601	uments submitte- mip before submit- per before submit- de in the applicate to the public if to the public if to the public if the applicate and therefore are made on informs tige that within and their such wi